



Healthcare Recruitment & Marketing

We provide recruiters with
the support necessary to
hire the best professionals
for VA.

Healthcare Recruitment & Marketing (HR&M) at VA:
A Handbook of Tools and Information.



VA
HEALTH
CARE

Defining
EXCELLENCE
in the 21st Century

Why VA?

The **best care** starts with
the **best opportunities.**

More than a century ago, President Lincoln made a promise to America's servicemen and women, pledging the care and concern of a grateful Nation for the sacrifices they made to preserve freedom. Since 1930, the mission of the Department of Veterans Affairs (VA) has been to keep that promise.

Today, Department of Veterans Affairs has grown into one of the largest, most technologically advanced health care systems in the Nation. Our employees are proud to work in the largest health care network in the country. VA operates more than 153 medical centers, 909 ambulatory and community-based outpatient clinics, 135 nursing homes, 206 Veterans centers, 24 military discharge centers and a number of other facilities across the country.

At VA we strive to provide a professional, supportive environment where our patients, and you, can thrive.



The best **care.**

Department of Veterans Affairs has made contributions that have played key roles in developing the cardiac pacemaker and establishing effective treatments for tuberculosis, schizophrenia, and high blood pressure. As a result, our scientists have won many awards, including several Nobel Peace Prizes as well as the Lasker Award.

Achievements such as these would not have been possible without the knowledge, expertise and hard work of our talented VA staff. And the Office of Healthcare Recruitment and Marketing (HR&M) continues to ensure that our recruiters have the resources and tools needed to build an even stronger team.

HR&M also administers several initiatives that enhance the recruitment of highly qualified health care professionals. These initiatives include implementing VA national media marketing strategies; creating our careers website and the VHA Healthcare Recruiters' Toolkit; promoting job openings on health care websites and social networking sites; and producing Public Service Announcements.

But, ultimately, as a hospital leader, you have the ability to influence the strategic direction of VA's Health System. Please take a moment to read about the programs and services we offer and how we can support your retention and recruitment efforts. After all, helping our health care professionals provide the best care starts with you.



The best **resources.**

Through advertising, outreach activities, scholarships and other initiatives, **THE HEALTHCARE RECRUITMENT & MARKETING OFFICE (HR&M)** can help you meet your workforce planning needs, marketing campaigns to a large and diverse candidate pool, and network director performance measures.

The retention and recruitment programs we offer also help solve some of the challenges that both the health care industry and VA human resources face today. These challenges include addressing the national shortage of health care professionals and positioning VA as an effective competitor for acquiring these scarce health care resources.

THE HR&M WORKFORCE STRATEGY CHART

CHALLENGES FOR THE HEALTH CARE INDUSTRY

- National shortage of health care professionals
- Aging workforce
- Dwindling number of younger health care professionals in the hiring pool
- Need to improve employee satisfaction

VA HUMAN RESOURCES OBJECTIVES

- To position itself as an effective competitor for scarce health care professional resources
- Promote excellence in the education of future health care professionals – which is done through partnerships with educational institutions
- Enhance the work environment to improve employee satisfaction

HR&M

RECRUITMENT & MARKETING SOLUTIONS

VACAREERS.VA.GOV

Applicants may apply online for job openings, explore available career opportunities, and learn more about the culture at VA. This includes the VA Vacancy Announcement System that enables VA recruiters to post job announcements, provides links to VA's social media presence, and offers a live chat functionality.

NATIONAL MEDIA MARKETING STRATEGIES

Our branding and image enhancement campaigns work together to help recruiters reach a large and diverse candidate pool. Initiatives include online and print advertising, TV commercials, Public Service Announcements (PSAs), and social media channels.

VHA HEALTHCARE RECRUITERS' TOOLKIT

Our unique online management program provides resources for retention, as well as tools and information for recruitment. Tools provided include event planning applications, EasyPost (job posting platform), marketing collateral, discussion boards and more. The Toolkit is accessible via the HR&M SharePoint site.

The best **tools.**

Help recruiting the Nation's top talent.

HR&M administers several initiatives to enhance the recruitment of highly qualified health care professionals for critical positions where retention and recruitment is difficult, such as physicians, pharmacists and nurses. These programs include the VA careers site, national media marketing strategies, and the VHA Healthcare Recruiters' Toolkit.

VAcareers.va.gov

Our career website, VAcareers.va.gov, provides detailed information about all VA positions. Job seekers also have the opportunity to address questions or concerns through a live chat feature, and apply online for job openings through USAjobs.gov. This website also includes the VA Vacancy Announcement System, which enables VA recruiters to post job announcements to VAcareers. When an applicant responds to an online posting through VAcareers, recruiters are notified via e-mail. In addition, current VA employees can utilize VA Vacancy, an internal jobsite, to pursue positions open for national recruitment. VAcareers also houses information about the culture at VA, student & trainee programs; an interactive history of VA & their accomplishments; employee testimonials and career resources – including a live chat functionality, an event calendar and an interactive media library.

National Media Marketing Strategies

HR&M enhances health care professional recruitment success by spearheading the development of national recruitment materials for VA, including Internet and print advertisements, TV commercials, Public Service Announcements, career fair booths, giveaway items and more.



ONLINE ADVERTISING

With the Online Advertising Campaign, HR&M is afforded the unique ability to generate and qualify leads that support and complement the full spectrum of HR&M's recruitment programs. HR&M develops comprehensive web advertising to attract interest in and awareness of VA title 38 and hybrid title 38 health care occupations through a variety of Internet ad channels. VA job postings are promoted on commercial employment sites as well as various websites affiliated with health care associations. Banners that drive traffic to VAcareers.va.gov are placed on more than 50 sites that focus on diversity or the health care profession, and e-mails and online newsletters about VHA's recruitment efforts are published. Also, social networking sites such as Facebook and Twitter are utilized to promote current opportunities.

As needed, HR&M will also address specific staffing needs in geographic areas or critical hires, if efforts on the local level do not produce desired results.

These web-based initiatives create national and local exposure targeted at health care professionals, students, diverse candidates, professionals located in rural markets, senior citizens and transitioning military personnel and Veterans.

PRINT ADVERTISING

HR&M's print advertising program is split into two program functions: local direct classified advertising and national employment branding. Classified advertising plans are built around a single job announcement and are promoted in journals, newspapers and more. Recruiters can enhance these efforts with the AdCreator tool, which can be accessed via the HR&M SharePoint site. The national program provides ongoing exposure of VA messaging to potential hires and establishes VA as a leader in health care and the employer of choice.

Both the print and advertising campaign – in conjunction with VA careers – all share a cohesive look/feel as well as tone. Whenever possible, actual VA employees are featured in outreach, which lends to a sense of authenticity in the ads.

TV COMMERCIALS

"Today's VA" was our first national TV recruitment advertising campaign, which was launched in conjunction with VHA. These 15- and 30-second spots encourage medical professionals to consider a career with VA while dispelling the myth of "your father's VA" by promoting our superior quality of care, advanced technology, system of interconnected facilities, and overall medical excellence.



Our second TV recruitment ad, entitled “The Faces of VA,” is a 30-second spot that runs in conjunction with the original “Today’s VA” commercial series. It features actual VA employees who represent diverse backgrounds, geographic locations and professions. Through their dialogue, they demonstrate why a career with VHA is a personal journey worth exploring.

PUBLIC SERVICE ANNOUNCEMENTS

Public Service Announcements (PSAs) are used to promote the “preferred health care employer” image of VA and to educate the public on the importance of VA’s mission in serving our Nation’s Veterans in communities across the country by providing the best care possible. The PSAs emphasize the importance and advantages of careers with VA, and focus on the personal and professional rewards of such a career. This general messaging provides a foundation on which to build a targeted hiring approach keyed to specific needs at medical facilities. Our first PSA featured Hollywood actor David James Elliot, with a call out to all health care providers to consider a career at VA. Our current PSA features Olympic medalist and VA employee, Natalie Dell, who graciously donated her time to support her VA team, specifically in reaching out to skilled mental health care providers.

VEHICLE WRAPS

This eye-catching program is designed to increase the visibility of health care careers with VA by utilizing transportation assets to spread a consistent recruitment message in our local communities through vinyl advertising vehicle wraps. The innovative program enables medical centers to have one owned or leased vehicle wrapped with the national recruitment campaign design template. Use of this mobile advertising is focused on VA shuttles or other commonly used vehicles. The vehicles can be taken to job fairs and community events and parked in high traffic locations to spread the word about the great opportunities to join the VA team.

Tools to promote **retention** and **recruitment**.

The VHA Healthcare Recruiters' Toolkit is a unique virtual community and online management program that coordinates national and local recruitment efforts for health care professionals. Please visit the HR&M SharePoint site to familiarize yourself with these helpful, available tools. It helps combat the national health care professional shortage by placing all available recruitment tools and information at their fingertips.

Some of the tools that you will find online include:

ADCREATOR

This tool helps field recruiters promote their current openings and find the best prospects for VA when placing print ads. Using this tool, recruiters can customize HR&M's national suite of professionally designed ads with local messaging geared toward specific recruitment goals. This provides significant cost savings when developing local ads and helps ensure national brand standardization. Recruiters have the option to save past ads, in case you need to revisit them again for a similar need.

EASYPOST

This one-click job posting distribution system is designed to serve as a desktop tool that expedites the posting process. With EasyPost, recruiters can post jobs 24/7 with or without a control number, preview and edit postings before submitting them to job boards, and monitor the performance of each posting. EasyPost also allows recruiters to simultaneously post jobs to multiple sites using a single posting form. This will allow postings to be placed on sites such as CareerBuilder or HealthECareers.

WEB BANNER GALLERY

This tool allows recruiters to quickly and easily obtain VA web banner ads of varying disciplines. The gallery can be accessed through SharePoint. This is a library of all available static, animated and Flash banner advertisements – sorted by discipline – that can be used by any VHA recruiter.

EVENT CALENDAR

The Event Calendar is a simple, user-friendly tool used to promote and increase attendance to local and regional recruitment events. Visitors to our VAcareers site can use this database to search events by state, VISN and occupation; print event details; e-mail links to friends; and subscribe to an RSS feed or listserv to be automatically notified of new events.

HR&M offers EasyPost training, as well as additional instructional videos online. Our office also offers Nationwide quarterly training sessions for the tools above to provide on-going support and introduce any new updates or enhancements.



Did you know **that** HR&M:

- Can help you effectively market VA positions to candidates and meet your workforce planning goals
- You can attract and retain quality health care professionals using HR&M programs
- You can visit the SharePoint site to gain access to available resources
- HR&M provides support to top management in the recruitment and marketing of highly qualified health care professionals



Mobility is just one of the advantages of working for VA. We offer employment opportunities from coast to coast and beyond. So, whether you enjoy living beachside, in a bustling metropolis or in the serene countryside, there's likely a VA facility nearby.

Better benefits. The best care.

We strive to provide our employees with a superior work/life balance, flexible schedules, competitive salaries, a robust Federal benefits package and retirement plan, and one of the most comprehensive education support programs in the Nation. Why? Because when provide we the best care, you deserve the best benefits. In return for helping VA achieve our goals, we offer the following benefits to our employees:

- Highly competitive salaries
- Generous vacation, sick time, and 10 Federal holidays
- Opportunities for advancement in a wide range of practice options: clinical, leadership, research, education, and national policy development
- Interdisciplinary care team approach in many clinical positions
- Mentoring and orientation programs
- National mail groups and web boards that aid in peer networking and support
- Debt reduction and scholarship programs
- Medical, nursing, and allied health school affiliations
- Valuable on-the-job training, experience, and continuing education
- Fair and flexible scheduling
- Hi-tech, cutting-edge facilities
- Liability coverage
- Practice based on care needs, not ability to pay
- Health, life, and retirement packages
- Free parking at most facilities

HEALTH AND LIFE INSURANCE

In addition to paid time off, VA employees have an outstanding number of health insurance plans from which to choose. Our insurance benefits include exceptional vision and dental plans, and employees may elect expanded coverage or long-term care insurance. VA also extends health insurance coverage to our retired personnel.

RETIREMENT PLAN

VA professionals are also covered by the Federal Employees Retirement System (FERS). FERS is a three-tier retirement plan consisting of Social Security benefits, FERS basic benefits, and the Thrift Savings Plan (TSP). TSP allows VA employees to tax defer a fixed dollar amount of their income each year. The Federal Government also provides a basic contribution and employer match, depending on the amount the employee contributes. Transitioning military personnel have the option to convert active military time towards Federal retirement. For retired military, VA retirement benefits are in addition to your full monthly military retirement pay or pension.

LIABILITY PROTECTION

The United States Government accepts responsibility and liability for the actions of its employees during the exercise of their official duties. VA health care professionals, therefore, are protected by the Federal Government in instances of alleged malpractice or negligence resulting from the performance of their duties in or for the Department of Veterans Affairs. This applies when the professional's action is in accord with the policies of the institution in which he or she is practicing.



HR&M is revolutionizing employee recruitment, and we want you to be a part of our groundbreaking efforts. Join VA to explore a number of employment opportunities that match your training. Call the Human Resources Management Office at your local VA health care facility or visit **VAcareers.va.gov** to learn more. For more information, call **1-800-949-0002**.

How to Apply:

VAcareers.va.gov

To learn more about HR&M career opportunities or how to apply for a position, contact the local recruiter or Human Resources Management Office at the VA facility where you desire employment, as hiring decisions are made locally.

Veteran employment information can also be obtained by contacting

VApacementservice@va.gov

The toll-free number is **1-800-949-0002**.

Employment information and job applications can also be found on the Internet at

VAcareers.va.gov

VA



U.S. Department of Veterans Affairs

Veterans Health Administration



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